

Band at 9; Organ at 11 and 4:45
Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER
Fair

Some Reasons Why People Will Come to Wanamaker's on Monday

"Man Wants But Little Here Below Nor Wants That Little Long"

—Goldsmith.

You can hardly believe how difficult it is for the writer to shorten these little pieces and put into them even the merest hint of something worth remembering.

Almost every sermon, address or magazine article could be cut in half to advantage if rewritten two or three times before printing.

What can be said in five minutes at a meeting gives much more variety and pleasure to the occasion.

[Signed] *John Wanamaker*
October 22, 1921.

Her Hat Strikes the Keynote of Her Appearance

The entire level of a woman's appearance is apt to rise no higher than her hat.

A mediocre hat can snuff the style out of the smartest costume.

A smart hat covers a multitude of sartorial shortcomings. Better yet, if it is all a hat ought to be, it brings the rest of the toilet up to its own level.

Women who select their millinery in the Wanamaker Gray Salons have few difficulties of costume.

They wisely choose the most distinguished and exclusive millinery in Philadelphia—and then see to it that the rest of their apparel lives up to their hats!

Priced at \$18, \$20 and upwards.

(Second Floor)

Charming Styles in Women's Coats at \$225

We have counted seven, at least, just among the new arrivals and they are certainly the loveliest fur-trimmed coats at this price that have ever been within our doors.

Wool duvetyns and the handsomest of Bolivias are the two materials used in these coats. The furs that trim them are mink, beaver, caracul, wolf and squirrel; they would make an interesting story in themselves in the new ways in which they are used.

There are coats of most conservative character, showing their newness in the fuller skirt and the method of stitching. There are coats and wraps, too, that have the new huge sleeves with fur trimming inside as well as outside.

The new colors are all to be found in these coats—and it is delightful to see the way in which the furs blend with them. One thing is important to remember—these same beautiful styles are exclusively here.

(First Floor)

THE most charming of the new mounted combs are closely set with imitation sapphires, rubies, emeralds, jet and sapphires, jet and rhinestones, rubies and amethysts—this last giving the fashionable fuchsia coloring. Prices are \$7.50 to \$33. We have also the picturesque plumage combs at \$5 to \$15.



(Main Floor)

Women's Novelty Gloves of Chamois Lisle and Silk

Tab wrist gloves with four-inch tops, white, pongee or beaver, with cut-work border underlaid in contrasting color, \$1.75.

Strap-wrist gloves with four-inch tops, white, pongee or beaver, with van dyke insets of contrasting color, \$1.75.

Eight-inch-top gloves in the same colors, the wrists encircled with pearl-buckled bands, \$2.

Soft-cuff gauntlets in the same colors, silk-lined throughout; the cuff reversible, \$2.50.

Novelty silk gauntlet gloves, silk-lined throughout, with buckled wrist-bands, are \$3.25 a pair. Beaver, gray, white.

(Main Floor)

Special—South African snakeskin gloves, strong and sturdy, yet soft and flexible, at \$1.95 a pair. Brown, tan, beaver.

(West Aisle)

SMART Overblouses for the Woman Who Wears Blue

Such blouses as could take the plainest little skirt to dinner without embarrassment. Nearly all display originality of sleeve and gayety of garniture.

Especially pretty is a dark blue heavy crepe de chine with pointed Oriental sleeves of gay-colored silk crepe. It is from an artistic blouse-designer and priced \$20.

Another good model in the same color and material has broad bands of bright-colored hand embroidery around neck, sleeves and hips. It is \$19.85.

Other effective styles, including some conservative models for women who do not like extreme novelty effects, are \$15.50, \$16 and \$20.

(Third Floor)

The Quality, Fashion and Economy of Wanamaker Furs

Several important factors determine a wise fur choice.

Quality is one. No person wishes to put money into deceptive furs. Yet in few other articles of merchandise is it so easy for the inexperienced person to be deceived.

Fashion is another. The good style and beauty of the fur she selects, whether tiny scarf or great coat, is important to the fur-purchaser.

Price is a third. The woman who can spend little and the woman who can spend much are alike in wishing to be sure that they are paying no more than they ought to pay for a good article.

It is on all these three counts that the Wanamaker Fur Store is steadily going ahead into what is certain to be one of the largest seasons of its history.

People have learned that every fur we sell, from smallest to largest, is absolutely dependable for quality, unsurpassed for beauty and fashion and nowhere sold at a lower price.

(Second Floor)



Women's Luxurious Fur-Trimmed Three-Piece Costumes, \$145

Costumes of this character solve the problem of how to be well dressed both en route and on arrival. They consist of a modish gown, entirely correct for theatre, afternoon tea or other indoor function, topped by an extremely smart fur-trimmed coat.

This particular model is of black duvetyn, Canton crepe and squirrel fur. Or of midnight blue duvetyn, ermine and beaver fur.

The straight-lined gown is of the embroidered silk crepe to the hips, and of duvetyn below—the skirt portion slit well up to reveal elaborate petticoats.

The coat is a rather short box model, fur edging the wide bell sleeves and composing the chin-chin collar.

Priced \$145.

At the same price are many effective two-piece costumes of velour, duvetyn, bolivia or broadcloth, in a diversity of styles; trimmed with beaver, mink, gray squirrel, black caracul or platinum trimmer furs. In every instance the furs are of a superior quality, befitting the character of the costumes.

(First Floor)

Little Children's Caps and Coats in Sets

Mothers like the effect of these on their youngsters so well that we can hardly get enough of them.

One set of a novelty woolen material in blue and tan is \$12.

Another of broadcloth—Sorrento blue, Mediterranean green and taupe—is fur trimmed and costs \$25.

A third of cheviot in dark blue and brown is also fur trimmed, price \$28.50.

But the finest coats of all are of broadcloth in pastel shades of pink and blue, besides white, and are trimmed with the finest furs appropriate for wee folk—beaver, nutria, ermine. These are \$25 to \$45.

(Third Floor)

WOMEN'S plain hemstitched Irish handkerchiefs at \$3 a dozen are uncommonly good for the money and for everyday use. Such handkerchiefs can be marked with ink at the rate of 36c a dozen.

(West Aisle)

PLAIN Pumps and Spats to Wear With Them

Especially designed for wear with spats are new plain pumps of black patent leather, or of black or tan lightweight calf-skin.

They have turned-outer medium toes, and other high or medium French heels. Priced \$8.50 and \$10.

Tan-button spats of heavy crumple-creped broadcloth, in brown, light and dark fawn, are \$1.90. Of heavier broadcloth, in steel or colors and black, \$1. Of boxcloth, \$0.

(First Floor)

A New Treasure House of Precious Things From the Orient

will be opened Monday morning on the Main Floor, Chestnut and Juniper.

In it the lovers of Oriental art will find

- Carved jades—both Koros and figurines.
- Carved rock crystals.
- Cabinet pieces of agate and lapis lazuli.
- Personal ornaments of amber, carnelian, coral, agate, lapis lazuli, jade and ivory.
- Vases and jars of pottery and porcelain.
- Rare and fascinating embroideries, Teakwood furniture.
- And many other objects of the greatest interest.

(Main Floor)

NEW BOOKS

"Alias, the Lone Wolf," by Louis Joseph Vance. \$1.75. A combination of love, mystery and adventure.

"This Man's World," by Will Levington Comfort. \$1.75. Deals with the struggle of a white man in the South Seas to protect the natives against the guile of other white men.

"Andivius Hedulio," by Edward Lucas White. \$2. A romance of ancient Rome, as different as possible from other Roman romances.

(Main Floor)

FINE Wool Velour, \$3 a Yard

Anybody who remembers what such material sold for a year ago will feel that things really are improving. This velour is the right weight for gowns and tailored suits, and for the lighter coats. It comes in fine shades of navy, spark blue, twilight blue, gray, tan, henna and seal brown, besides black, and it is 54 inches wide.

Price, \$3 a yard.

(First Floor)

SHINY Laces in Spanish Patterns

These are the laces which are so much used for draperies on the fashionable gowns. They come in black, brown, navy, flesh-color, gray, tangerine, honey-dew, champagne, jade and white, besides black, and the poundings are \$1.75 to \$6 the yard, according to width—18 and 26 inches. All-overs in many of the same colors and patterns are 36 inches wide and \$2 to \$5.50 a yard.

(Main Floor)

Fine Silks in a Great Showing

A good, steady, all-the-year-round Silk Store where the greatest variety of high-grade silks are to be found.

It is the Silk Store where the new fashion silks make their first appearance and, because of the unusually large number of shades of each silk, it is the favorite place for matching colors.

But, above all, women appreciate the fact that the silks are most moderately priced for the quality and that they are always new and fresh through constant coming and going.

Crepes de chine, first quality, all colors, black, white and especially pink, \$2 a yard. Heavier grades at \$2.50 and \$3.

Crepes meteor, plenty of browns, blues and black, \$3, \$3.50 and \$4 a yard.

Genuine heavy weave Canton crepe, some satin faced, \$4, \$4.50 and \$5 a yard.

Glaze taffetas, light evening shades, \$3 and \$3.50 a yard.

Gros de Londres, evening shades, \$3 and \$3.50 a yard.

Printed taffetas and soft printed taffetas for linings and gowns, \$3 and \$4 a yard.

Plain Georgette crepe, all new colors, \$1.50 and \$2 a yard.

Specialty Priced Silks
Imported satin plaids, 36 inches wide, \$2 a yard.
Imported striped taffetas, bright colors, \$2 a yard.

American striped taffetas, dark colors, \$1.50 a yard.

Checked silks, black, brown or gray with white, \$2 a yard.

Printed knitted jersey silk, heavy grade, for overblouses, \$2 a yard.

Plain colored wash satins, cream, pink, flesh and turquoise, \$2 a yard.

(First Floor)

LETITIA Corsets

Designed for many types of figures and made of the finest plain coutils and fancy batistes and broches to be had. And the workmanship and boning are of the best. Prices start at \$2.50 and end at \$15.

One especially good Letitia is a pink striped broche, almost topless, with long skirt and good boning, for \$10.

(Third Floor)

GLOVE Silk Underwear Specials

Well made of good, heavy rose-pink silk, these garments go out as fast as we can get them to.

Vests, low neck, sleeveless and bodice style, \$2.15.
Envelope suits, bodice style, \$3.00.
Union suits, low neck, sleeveless and bodice style, \$4.

(First Floor)

American Semi-Porcelain Dinner Sets at a Worth While Saving

You can buy a set or a half set as you prefer. The sets are priced at \$37.50 for 107 pieces and the half sets of 52 pieces are \$20.

There is a saving of about one-third in both cases as compared with the prices at which similar sets are selling at the present time.

They come in two very attractive patterns, one a deep conventionalized border in rose on a pale blue ground, with panels of roses effectively inset.

The other is a green and rose floral border on a pale, delicate yellow ground, diversified by rose blooms and shield patterns in terra cotta.

(Fourth Floor)

Prices on Luggage Are Down, Down, Down!

No, this is not a story about a sale of luggage but about what is probably the largest and finest collection of new luggage in Philadelphia. For all the impressiveness of the display, the feature is in the price-tags.

These handsome and dependable pieces average more than a third less than they were this time last year. In many cases they are close to half!

Love of travel is universal and every one will be interested in this remarkable showing of bags and suit cases, fitted and unfitted.

Oxford bags, overnight bags, kit bags, portmanteaux, plain and extension suit cases. Of cowhide in black, tan and brown; walrus in black and brown, black seal and natural pigskin.

Most noteworthy is the collection of fitted luggage. There are fittings of white, shell finish, amber and two-color celluloid; of ebony, ivory and sterling silver.

You can get one of these fitted cases for \$25 now.

Or a sturdy cowhide suit case for \$10.
Or a good cowhide traveling bag for \$8.75.
And luggage as luxurious as you wish to pay for.

(Main Floor)

Extra Good Quilts—Our Own Make

If you are looking for a good quilt, down filled or wool filled, you should see these new arrivals from our own workrooms, where we make quilts about as good as it is possible to have them for the money.

The wool-filled quilts in these new lots are covered with plain Japanese silk and the down-filled ones with the same materials, but these latter are also interlined. All desired colors to select from.

Prices, \$15 each for the wool filled and \$26 each for the down filled.

Wonderful choice of others at \$7.50 up to \$30 for wool filled and \$12.50 up to \$25 for down filled.

(Sixth Floor)

NEW Scotch Linen Napkins of Splendid Quality

In two sizes, 22x22 inches to sell for \$12.75 a dozen, and 26x26 inches to sell for \$17.50 a dozen.

There is a beautiful assortment of patterns to select from, including handsome floral effects.

(First Floor)

NOW We Have All-Wool Steamer Rugs for \$7.50

And others for \$10, \$12 and up to \$40, the imported rugs starting at \$15.

These lower-priced rugs are all full size, with fringed ends, and are plain on one side and plain on the other. Just now they are much in demand for party tables, games.

(Main Floor)

Used Upright Pianos

Was Now
\$100 String \$100
\$75 Halle & Co. \$75
\$60 Steinway \$75
\$90 Kellee Bass \$75
\$90 Neillham \$75
\$90 Russell \$75
\$25 Mozart \$75
\$90 Royal \$75

Was Now
\$400 Lester \$400
\$300 Decker & Son \$400
\$350 Von Gierke \$400
\$250 Albrigg \$400
\$250 Liberty \$400
\$250 Regent \$400
\$250 Rigid \$400
\$250 Kart \$400

Was Now
\$250 Kestel & Co. \$250
\$200 Steiner \$200
\$100 Kestel \$200
\$100 Libsig \$200
\$100 Hame \$200
\$100 Lester \$200
\$100 Schomaker \$200

Was Now
\$200 Angell \$200
\$50 Shoninger \$200
\$150 Schomaker Angell \$200
\$150 Schomaker Angell \$200
Foot Pump—Electric Motor Inc. \$200

Was Now
\$750 Lincoln \$750
\$50 Steger & Sons \$750
\$50 Pianeta \$750
\$50 Pianola \$750
\$50 Lindman & Son \$750
\$50 H. & S. G. Lindeman \$750

Was Now
\$200 Lincoln \$200
\$150 Steger & Sons \$200
\$150 Pianeta \$200
\$150 Pianola \$200
\$150 Lindman & Son \$200
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New Showing of Fine Persian Arak Rugs

Blue and rose, rose and blue, blue and ivory—picture to yourself grounds of any one of these colors relieved with floral and other figuration in any one of the other shades!

But the colors in these rugs have a rich, warm, decorative quality of their own—they are not ordinary tones.

For Araks are the finest of moderate or medium priced carpets, and just now they are in particularly high favor, sharing popularity with Chinese weaves.

The Araks in this new lot are in sizes 7x10 and upward, prices starting at \$265.

Speaking of Chinese rugs, the latest lot unloaded are of remarkably fine grade, very heavy and in distinctive shades of blue, rose and mulberry.

Priced at \$297 for size 12x9.5 up to \$875 for size 19.11x12.

(Seventh Floor)

Real French Cluny Lace Curtains

After all, there is nothing in the world of draperies so attractive and distinctively individual as the real French handmade Cluny.

We are very glad to have this new shipment of French Cluny curtains to show to homekeepers who are looking for draperies of real beauty and fineness.

The fine handwork of these curtains will appeal to them and they will like the good, old-fashioned linen thread of which the lace is made and the general air of dignity that goes with these hangings.

In white and in ecru; some on cable net, some on fine Brussels net.

Prices, \$6.50 to \$30 a pair.

(Fifth Floor)

A NEW Wool Rug

of unusual excellence comes in both plain and figured effects. It is strong and durable and can be used on either side. In two shades of rose, tan, brown, olive green and light or dark blue. 9x12 ft. size, \$26.50.

Woolen fiber rugs, 9x12 ft., \$22.50; 8 1/2x10 1/2 ft., \$21.50; 10x12 ft., \$25.50.

Tapestry rugs, 9x12 ft., \$23.50.

(Seventh Floor)

Special Sale of Famous Wardrobe Trunks at Reduced Prices

Here are wardrobe trunks of two descriptions from the greatest maker in the country, just received to sell at new low prices.

Trunk Special No. 1: Wardrobe trunks of three-ply veneer, fiber covered and bound, cloth lined, equipped with full set of hangers and women's hat box.

Steamer size, \$25.
Three-quarter size, \$28.50.
Full size, \$32.50.

Trunk Special No. 2: Three-ply veneer body, fiber covered and lined, solid steel mountings, full riveted, equipped with full set of hangers, lock top drawer, two lower drawers that can be converted into a hat box.

Steamer size, \$27.50.
Three-quarter size, \$32.
Full size, \$37.50.

(Fourth Floor)

NEW Embroidered Linen Pillow Cases, \$6.75 a Pair

Good bridal gifts and good value at the price. Of pure snowy Irish linen, hemstitched and neatly embroidered in three designs.